

WHA Sale Committee Meeting

5/20/2026 at 7 pm via Zoom

Attendees: Steve Merry, Caleb Ahrens, Melissa Berggren, Michel Dahnert, Chuck Badertscher, Lisa Davis

Call to Order by President Steve Merry at 7 pm

Secretary's report

- Notes from 4/15/26 meeting were emailed

Updates of Contracts pertaining to sale

- Facility – Melissa is waiting to receive signed contract
- Auctioneer – Melissa has received signed contract
- Sale Manager
- Sale Consultant – has OK'd terms of proposed contract
- Banquet
- Anything else?

Sale Survey for Buyers & Bidders

- 17 responses received; recipients have until May 30 to respond
- Summary of responses to date: positive feedback about the facility; main suggestion for improvement is more space available in display area for sale day

Discussion of Contracts pertaining to sale

- Facility & Auctioneer term length of 5 years make sense for continuity of location & facilitation of sale. Melissa has clarified with the Auctioneer & Sale facility that the dates in contracts work for their schedules.
- Group discussion of term length for Sale Manager & Sale Consultant contracts. Initial proposal is 5 year term but upon discussion, Sale Committee would like to shorten this to two years with renewal every year. Two year contract will provide flexibility to change terms of contract as market conditions change.
- Salaries will increase for Sale Manager & Sale Consultant to be more consistent with cattle industry standards. This will be accomplished by adding 0.5% of sale gross to the base compensation for each, respectively. Sale Manager's base compensation fee per lot remains same as previous years. Sale Consultant's base compensation has been updated to reflect current industry mileage and hourly

compensation fees for screening cattle; sale day consulting fees remain same as previous years.

- Chuck Badertscher moved to accept the contracts for the Sale Manager & Sale Consultant with the modified term length of 2 years; Michele Dahnert 2nd. Motion carried unanimously.
- No updates yet on the banquet facility contract – 5 years is suggested by the Committee, for consistency of location.

Other discussion topics

- Sponsorship program to help offset costs of sale & catalog
 - Advertiser booths at sale
 - Adding page at end of sale catalog for advertisers of related business
 - Caleb will assemble a list of businesses to approach about sponsorship
 - Sponsorship goal \$1000 for 2027
 - Sale consignors with related businesses receive 1st preference for sponsorships
- Sale Rules
 - Rule #9 – Bulls & Females
 - Allow 2 bulls w/o female but if have 3rd bull; need to have a female live or genetic lot
 - Maintain same bull age requirement
 - Rule #17 – Genetic Testing
 - Maintain genetic testing requirement stated in rules for 2027 sale
 - Screening fee
 - Increase to \$100 per consignor for 2027
 - Rule #4: Catalog photos
 - Improvement over time
 - No EPD graph in place of photo – need photo of reference sire or the lot. This will be written into the 2027 sale rules.
 - Stall cards
 - Match EPD of catalog; highlight in yellow if in top 25% of trait
 - Positive discussion on stall cards
 - Sale rules to be published in the August issue of The Wisconsin Review magazine.

Adjourn

- Steve Merry moved to adjourn; Chuck Badertscher 2nd. Motion carried and meeting adjourned.

